

NEWS HOUNDS ARE LURED TO KLAMATH BY ATTRACTION OF FIGHTING RAINBOW TROUT

By R. W. HARWOOD

Back of every great record of achievement is a story. Simmered down that story is but the conception of an idea. Later follows the unfolding and development. John Wanamaker bought apples by the barrel and sold them down near Wall street for five cents each. He dreamed the while of a great mercantile establishment, a million times greater than his apple-vending cart. Today great stores remain as a monument to his development of that dream.

It is straining the allegory to bring together the peddling of apples in New York and fishing in the Klamath country. But that is just what it is proposed to do. For it was on a fishing trip that the idea was conceived to start and build a newspaper in Klamath county. It was to be such a newspaper as Klamath had never known. An ideal newspaper—one of fearless and genuine service, one of honesty and integrity. But whoa! This is going too fast. Here is the inception of the idea:

"Gosh, I'd like to be running a newspaper up in this country—I'd get some of these fish."

Benjamin H. Stevenson, newspaperman on a vacation, was author of the remark. It may be gathered that the fish were not biting that day.

The next scene takes us far away from Klamath to a night at the Press club on Powell street, San Francisco. Stevenson was having dinner there with his life long friend, Byron H. Hurd, business manager of the Banker's Printing company, at one time with the California Power company and later with the Mercantile Trust company of San Francisco. Hurd also had been in the Klamath country fishing and hunting. Wherever, the world over two people who have ever hunted or fished the lakes and streams and mountains of Klamath get together there is just one topic of conversation.

"I'd like to be running a newspaper up in Klamath—maybe I could make a little time for fishing," said Stevenson.

"Well, why don't you? Klamath's going ahead with the main lines of the S. P. going through there, and the Oregon trunk may build down from Bend." This from Hurd.

Idea Develops

"Good idea, alright. You come up and manage the business end, and I'll do the rest. We'll get out a weekly. I always did like the idea of a nice little weekly. There'll be plenty of time to go fishing—" But Hurd interrupted.

He is full of business, this man Hurd, when he gets an idea. "We'll organize a company, give the boys who are willing to stick an interest, and put over a real paper that will grow up with the community," was his contribution to the conversation.

And with paper and pencil they were busy for the next two hours, stopping only when the Chinese waiter at the Press Club chased them out of the dining room. But an idea had been formed, developed and given an impetus that was to carry it a long way toward achievement.

Hurd was the executive of a thriving business. He did not leave it to come to Klamath Falls. His money did, however. And so did Stevenson.

Buy Weekly

The first step was to join fortunes with a trio of Klamath publishers who were then publishing the Klamath News as a weekly. These were Nate Otterbein, Walter Stronach and F. C. Nickle, who were operating as a partnership organization. Stronach and Otterbein had faith in the future of Klamath and welcomed new capital and fresh blood in their enterprise. Nickle was paid for his interest and departed for other fields. For the sake of the record to posterity let it be written that Nickle, Otterbein and Stronach had founded The News on November 12, 1923, as a weekly. Just one issue as a weekly and it became a bi-weekly publication. For six months it was published twice a week and on June 3, 1923, it was published as a tri-weekly. All the time it was getting bigger and better.

Just a year after it was founded Stevenson and Hurd entered the field with their idea born in the Press Club. They acquired a majority of the stock, capitalized for \$25,000 and on November 12, 1924, The News burst into the field as a daily. Its reception was immediate but the four men back of it, Otterbein, Hurd, Stevenson and Stronach were experienced publishers and were not deceived into the fallacy of counting any chickens before they

were hatched. There was a crying need for a progressive morning newspaper in the field, but they knew that public support and confidence is not won in a day or a week by a newspaper.

Know History

It is the history of newspapers, and proven by statistics, that two years are required to successfully establish a newspaper. Any mushroom growth is viewed with suspicion by the publishers themselves. Hearst, when he founded the New York American, was told it would be impossible and the cost of five millions prohibitive. His reply was that he had his lifetime and some thirty millions to spend on the undertaking.

Suffice it to say the men behind The News were fully advised as to the long, hard road ahead of them.

At this time The News was printed at 119 South Fifth street, Klamath Falls, in a little building owned by Mrs. Willis. They had only a floor space of 60 by 20 feet for all departments of the paper. Compared with the paper of today The News was not so much.

Four pages were printed in a double run on an antiquated drum cylinder press. The circulation was about 1000. Matter was set on one linotype. News was brought in from the outside world, a 500-word pony press service carried over the Western Union. Stevenson was the business and editorial department with the assistance of Miss Frances West who worked after her high school hours.

Staff Grows

There was slow but constant growth. L. W. Rood, a one-time local publisher, took the editorial job with The News. Later Mrs. Lynn A. Zimmerman joined the staff as society editor and reporter. All the time there was a steady, sure growth. It was a red letter day when a direct wire service was put into the office to handle a full report of 15,000 words from the world wide service of the United News and United Press. This called for a news editor.

The business was keeping apace and the old building would not hold all departments, so the mechanical department was moved in February, 1925, to the basement of the Odd Fellows building, leaving the business office behind. A second linotype was installed about this time.

The organization was badly split, physically speaking. As there was no room for the wire service in the old building it had been placed in a room of the old bank building, so The News was published from three different places. Shortly, however, the cooks and waiters' local moved from the part of the basement they were using and the separated units of The News were gathered under the same roof. The basement was re-modeled and offices built.

What Counts

Circulation—that unflinching barometer of a newspaper's growth—was constantly increasing. It had been a considerable chore to fold the papers by hand feeding. The press was grinding out papers constantly on an eight-hour run.

A Duplex printing press was an absolute necessity. These cost \$16,000, but when one was installed and was turning out the finished product at the rate of 5000 copies an hour, all ready for the mail, stages and carriers, the staff thought it was well worth the money.

The mechanical department was now well equipped. It is the only newspaper on the Pacific coast where no type is set by hand, and a third linotype is about to be

Friday, 13th

If you are laboring under the impression that Friday, the thirteenth, is an unlucky day, don't bother to tell your views to any stockholder in The Klamath Daily News.

He would simply tell you to hunt up some marines and confide in them.

For Friday, the thirteenth, is thrice blessed by every person whose interests rest with The News. On Friday, the thirteenth, the publication was born as a weekly; on Friday, the thirteenth, it was graduated into a daily, and today, Friday the thirteenth, it will have a very successful birthday, thank you.

Since its inception, the Klamath News has grown steadily. Daily its readers become more numerous; daily its list of advertisers grows.

The News cannot believe that ill-luck attaches to Friday, the thirteenth.

There are now thirteen boy carriers—beat that.

added. Otterbein and Stronach, heads of this department, are proud of it.

Walter West joined The News, first as accountant and was later made business manager. W. H. Grubbs came into Klamath as advertising man, and is now advertising manager. A. E. La Dieu is promoting the service as circulation manager. There are twenty people on the staff, men, women and printers.

More Money

All this growth was not without cost and the original \$25,000 was not sufficient to carry on. It costs to build a newspaper and bring it up to the standards in every respect to which Klamath county is entitled. As advertisers must make known the quality of their goods, so newspapers must make known their qualifications to serve the advertisers. The News has spent more than \$1000 advertising in national publications in the past year. And each of its ads has carried a boost for Klamath county. "We believe Klamath county is a good place in which to live," say The News advertisements which have appeared throughout the United States.

Money was spent to increase the circulation and to improve the service to subscribers. Metal tubes to protect The News from inclement weather now appear throughout the county.

Yes, it took lots of money. It was found necessary to increase the capital stock to \$50,000. Of this \$12,000 has been issued, but not one cent has been distributed to others than the original four investors, with Hurd the majority owner.

Results have justified expenditures. Walter West on September 1, put a statement for October on the desk of Benjamin Stevenson, the managing editor. Stevenson's face took on a smile.

He called out in the shop for Otterbein and Stronach to assemble for a director's meeting. When all were inside he presented them with the statement.

For the first time the income more than balanced the operating expenses. A wire was sent to Hurd. Everybody was happy.

"Now, when we get a few of the bills paid a dividend will be in order," said Otterbein. "Yes," it was agreed.

"Then I can hire someone to do my work and get in some more time for fishing," continued Otterbein. "I wish the darn thing was a weekly again," he added reminiscently.

Boys Thirteen

Thirteen husky, industrious youngsters undertake the task of putting The News at your door each morning. They are: Nolan Arnett, Lawrence Yarnes, Victor Bechtel, Norton Taylor, Ernest Holbrook, Buster Brown, Ray Paddock, George Trunel, Raymond Orr, Francis Kranenburg and Jack Wicken, who carry the Klamath Falls routes. Bert Bell is the Shippington carrier, and Mervin Smith does the stunt in Pelican City.

Some Scenery

The News is not without pleasing human features. Ruth Rice helps in the business of circulation, and Edith E. Low graces the front office. Both are pleasant and admirable. But lay off, dear public. Both are married.

News Columns World's Market

It is a paying medium when buyers and renters can be reached. And the market place for the world's wants is in the classified pages of a good newspaper—The News.

A lady advertised for a housekeeper in The News and in other newspapers. She noted a vast difference. The more desirable and greater number of applicants responded to The News ad. And it was a woman The News sent her that she employed.

Klamath renters have learned that one insertion in The News is enough.

Real Newspaper For Klamath Co.

World wire news, local news, editorials, market prices, radio programs, social happenings, cartoons daily on editorial page; Famous Fans cartoon by Hopp, Sunny Dick's Sayings, dinner stories, children's cross-word puzzle, step-word puzzle, Heart and Home Problems conducted by Mrs. Elizabeth Thompson, and lots of sports—these are provided daily for readers of The News.

Mustn't forget eight pages each Sunday of comics—the Katzenjammer Kids, Bringing Up Father, Boob McNutt, Just Kids, Polly and Her Pal, Barney Google and Spark Plug, Tillie the Toller, and Elmer.

The Sunday edition of this newspaper has run as high as twenty pages, 140 columns—some paper for Klamath county and a good bit of northern California. But enough said.

The readers appreciate values, and so do advertisers.

The daily is now a year old and going nicely.

The Sun Never Sets on the Telegraph Service Secured By The Klamath News

A press service that covers the world.

That is what the United News brings to this newspaper, through the medium of its correspondents stationed in every city of importance in the United States and the capitals of foreign countries.

The headquarters of the United Press-United News in this country is at New York. Out of New York this great news gathering association through its web of leased wire, is in touch with the eastern section and through its trunk wires running to Chicago the exchange of important news items is carried in a continuous stream. The Klamath News is in direct connection with the Chicago United Press-United News headquarters, where wires radiate in all directions, picking up and exchanging news.

As an illustration of the expediency of our wire service, the United News correspondent from an improvised table in the court room at Littleton, Colo., is sending out prompt and minute details of the trial of Dr. Blazer in the "human husk" or "human murder" case.

Longest Wire

"By the longest leased press wire service in the world, is an old story. Sometimes it doesn't mean much. But it is written an authority of J. W. O'Brien, telegraph operator of The Klamath News, that the wire running into this office is the longest leased press wire in the country.

The wire used by the United News and United Press is leased from the American Telephone and Telegraph company. It extends from Chicago to Vancouver, B. C., via Omaha, Kansas City, Denver, Salt Lake and

San Francisco, and south to

Chicago is the western terminus of the United News wires. The world feeds into under the direction of the News wire correspondents. This is the way of it:

Let us suppose the Klamath News correspondent in Chicago should throw open to settlement observation—which they will if they did that would be a which the United States was interested.

O'Brien Gets Bo

O'Brien would advise the News correspondent in Chicago he had 500 words to send story. The Chicago news handles hundreds of stories a day. He must schedule the according to its value for words. A day's news will run 12,000 words, or on day, 15,000. A schedule of les, each in the order of importance is prepared. A Chicago manager would have put possibly 100 words of of Klamath Indians on the certain hour. Several hundred papers would receive it, all from Chicago to Vancouver, Diego. From Chicago it went on east.

The wire is open each 3 to 11 p. m., and during the O'Brien pounds out his own typewriter in fitting accompaniment.

Has His Troubl

L. D. Rice belongs to the matic service. He is a calculation manager, and has of the thirteen News carries he does the collecting.

STAFF STORIES ON WHAT THEY THINK OF KLAMATH NEWS TAKEN BY AND LARG

By "Charlie" L. Hunt News Editor

Having arisen early on account of Armistice Day, snared my morning cup of coffee at The Club cafe, I arrived at the office to find a note on my desk from the chief which read:

"Please give us three hundred words on what you think of our paper."

"Can't you image a city editor just loving that?"

I'm sleepy for one thing. By all rights I'm in bed for two or three hours yet. But I'm not. I'm telling you what I think of my paper.

I have not said much about that to anyone but of course I'll tell you all about it. This you will understand is confidential and not to be spread around at all. If I didn't think you would keep my confidence I would tell you nothing.

But to return to telling you what I think of my paper, I have been thinking of something like this for quite a long while but just haven't gotten around to it. It is one thing a city editor loves to do, tell "somebody else" what he thinks of his newspaper.

Excuse me just a minute while I count up how many words I've written.

Doggone it I'm only half through. Ten or eleven words to the line, 15 lines makes—150 or 200, nope 150, nope 165, oh h—1 I never could count.

I was going to be a banker once, but it took me a week to try and add up a column of figures which were longer than the Washington monument. When I got through I had more answers on the bottom than there were figures to be added, so the banker hinted that many a good man has made millions by starting in wheeling concrete.

I never did cater to chauffeur on any two-handed rig. I'm not greedy, anyway.

But about my paper. Personally I'm a whole lot better at criticizing some other paper, but we'll let that go.

Excuse me just a minute till I count up again.

Well we're getting there. I've got twenty or forty more words written so that helps some.

Lets see the last time I counted I had 19 lines. Nineteen and ten is 190 and 11 more lines and ten is 110.

Hurrah, its done. Bye-Bye.

By Paul Farrington, Reporter

And what could possibly be wrong—we modestly concede such a remote possibility—with that journalistic organ which, possibly, may occasionally be right and which, mayhap, is sometimes the exponent of justice?

The man whose signature makes possible my weekly stipend has suggested (I have found it well to follow such a man's suggestions) that I indite some 300 words which might tend to expose any irregularities which may appear in The News' journalistic picture.

The assignment is so simple. Now if I had been told to cover a women's meeting—but that, as one of my contemporaries (a Mr. Kipling) has said—is another story. The answer is, I repeat, obvious. In one of those clear, concise sentences I shall be able to explain, with that assurance which characterizes my every utterance, just exactly what is wrong with The News. Ready?

Great local contemporaries, resorting to that literary elegance of which, I am sorry to say, I am incapable, have assured the masses that the California Oregon Power company, the Southern Pacific Railway, the Russian Reds, a local hot dog stand and a large majority of the German secret service, kindly provide those funds which cause The News' flat-bed press to make its ungodly noise at 3:32 each morning, except Mondays. (Adv.)

The News, I am sure, should be more highly, more thoroughly subsidized. Mind you, I do not speak without having given the problem the consideration it should be accorded by my keen, analytical mind. Remember I have frequently seen in bold-face type the fact that The News, despite its whispered claim to a daily increase in advertising and circulations, is the recipient of money on which a negligible sum of very dirty dirt has accumulated.

In a word, or three, my criticism is this: The News should have even more financial backing. Let us, one and all, endeavor to enlist aid of the Salvation army, the more affluent members of the National Bootleggers' association, Inc., several charities, Henry Ford, John D. Rockefeller, the Lady that's known as Lou, Charles Wood Eberlein—or what have you?

The News must have eight or ten more millions of dollars behind it. The words, such as they are, are out. Count 'em. All donations will be gladly received at the box office.

By Lois Bryon Reporter and Society Editor

The reporter here on the that Lilly Schnitzwerner and her Mariabell are going to their cousin in the Polk county. Just a part of her day.

After that, ordeal the reporter writes the notes on of copy paper and dashes of street to interview W. C. who shipped out 3,000 heat last week. She scents a story.

And incidentally forgets the happiness of the Schnitz family and their visit.

Later the reporter slips pound out her copy for the comes to the House of filer in her notes, and a hieroglyphics. But after through the 1905 directory phone book and looking numbers of The Klamath where she remembers recent Schnitzwerner doing before, tains the correct spelling name. Sighs! (Editors women reporters sigh.)

The story is sent to the desk with several hundred als and thrown at the Editor has an antipathy for everything worth a "30" head.

It comes to the linotype who has sat for six hours looking at type. What a man of Schnitzwerner. He shuns in derision, and incidentally "m" where the "n" is meant the early part of the name.

The bit of copy comes to the reader. He, too, is wearing many hours under a glaring and besides he has just the reading proof on six color legals. What matters to him Schnitzwerner sisters are get a visit. And he suspects that reporter failed in her attempt to spell it correctly, and he miss Schnitz Warmer sisters. In an old Pennsylvania Dutch he knew in Pittsburgh.

This time it reaches another type operator who has but minutes before dashed out the cup of midnight coffee. A funny name, Schmitz Warmer, ly something is wrong, and in tempt to rectify the mistake by the reporter, the editor, the type man, proof reader and self, he doctors the sentence to read "Miss Schmitz her sister Warmer," etc.

And to bed the paper goes. That is the end of the Schnitz sisters, their vacation, and a scription to The Klamath News.